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Autore	Berger Arthur Asa <1933-, >
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#### Sommario/riassunto

The island of Bali has long been characterized in the West as the last ?paradise? on earth, but there is far more to this small Indonesian province. Bali Tourism presents an enlightening ethnographic study of some of the most important icons?for tourists and locals alike?in Balinese culture and society and explores the growth of this island as an ?exotic? vacation destination. In addition, it offers a firsthand look at many aspects of daily life, a semiotic analysis of its dominant cultural symbols, and insights into tourists' perceptions of Bali. A 30-page photo section offers a unique glimps

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